China Cosmeceutical Industry Report (2016-2021), Brand Competition and Investment Opportunities

目 录

CONTENTS

Chapter 1: Background of China's cosmeceutical industry development

- 1.1 definition and classification of the industry
 - 1.1.1 definition of the industry
 - 1.1.2 classification of products of the industry
 - 1.1.3 differences of cosmeceutical and ordinary cosmetics and pharmaceutical products
 - (1) difference between cosmeceutical and ordinary cosmetics
 - (2) difference between cosmeceutical and pharmaceutical products

1.2 analysis of economic environment of the industry

- 1.2.1 analysis of the domestic macroeconomic environment
 - (1) domestic macroeconomic status quo
 - 1) GDP
 - 2) CPI
 - 3) urban and rural residents' income
 - 4) the total retail sales of social consumer goods
 - 5) cosmetics retail price index
 - (2) domestic macroeconomic outlook
- 1.2.2 the impact of macroeconomic environment on related industries
 - (1) the impact of macro economy on the upstream industry
 - (2) the impact of macro economy on cosmeceutical industry

1.3 analysis of policy environment of the industry

- 1.3.1 analysis of related policies of the industry
- 1.3.2 policy planning for the industry's development

1.4 analysis of consumer environment of the industry

- 1.4.1 factors affecting residents' consumption
- $1.\,4.\,2~\text{analysis of residents'}\quad \text{consumption confidence}$
- 1.4.3 features of residents' consumption structure and evolution
- 1.4.4 analysis of characteristics of residents' consumption behavior

1.5 analysis of trade environment of the industry

- 1.5.1 development status quo of trade environment of the industry
- 1.5.2 development trends of trade environmental of the industry

Chapter 2: Analysis of China cosmeceutical industry chain

2.1 analysis of upstream of cosmeceutical industry chain

- 2.1.1 analysis of raw material market
 - (1) raw material of natural oil
 - (2) raw material of synthetic grease
 - (3) raw material of silty
 - (4) raw material of glial
 - (5) other raw materials
- 2.1.2 analysis of cosmetic packaging industry
 - (1) market supply and demand of the industry
 - (2) analysis of product material of the industry
 - (3) analysis of product style of the industry
- 2.1.3 analysis of the labor market
 - (1) analysis of Chinese population structure
 - (2) analysis of Chinese labor supply and demand
 - (3) analysis of Chinese labor price
- 2.1.4 analysis of relation of supplier market and the industry

2.2 analysis of downstream of cosmeceutical industry chain

2.2.1 consumer demand for cosmeceutical market

- 2.2.2 analysis of consumer behavior of cosmeceutical market
 - (1) analysis of consumer population
 - (2) analysis of product structure
- 2.2.3 analysis of consumer psychology of cosmeceutical market
- 2.2.4 research on cosmeceutical consumer
 - (1) analysis of consumer awareness of cosmeceutical
 - 1) consumer awareness of cosmeceutical
 - 2) consumer awareness of brand
 - (2) analysis of consumer behavior
 - 1) motives for buying
 - 2) considerations for buying
 - 3) consumer purchase channels
 - 4) ways of consumers' knowing new products

Chapter 3: Analysis of cosmeceutical industry development and competition situation

3.1 analysis of the development of international cosmeceutical industry

- 3.1.1 analysis of scale of the international cosmeceutical market
- 3.1.2 analysis of the development of the international cosmeceutical market
 - (1) analysis of the development of cosmeceutical market in America
 - (2) analysis of the development of cosmeceutical market in Japan
 - (3) analysis of the development of cosmeceutical market in France
 - (4) analysis of the development of cosmeceutical market in Germany
- 3.1.3 international cosmeceutical market competition
- 3.1.4 development trends of the international cosmeceutical market

3.2 analysis of competition of international cosmeceutical brands in China

- 3.2.1 French Vichy
- 3.2.2 French Posav
- 3.2.3 French Avene
- 3.2.4 French Uriage
- 3.2.5 Japanese Freeplus
- 3.2.6 UK Simple
- 3.2.7 Shiseido DQ

3.3 analysis of competition of China's cosmeceutical industry market

- 3.3.1 analysis of development status quo of domestic cosmeceutical industry
- 3.3.2 analysis of market size of domestic cosmeceutical industry
- 3.3.3 analysis of regional development of domestic cosmeceutical industry
 - (1) analysis of development of cosmeceutical industry in Guangdong Province
 - 1) the status quo of market development
 - 2) analysis of market competition
 - 3) analysis of market prospects
 - (2) analysis of development of cosmeceutical industry in Shanghai
 - 1) the status quo of market development
 - 2) analysis of market competition
 - 3) analysis of market prospects
 - (3) analysis of development of cosmeceutical industry in Beijing
 - 1) the status quo of market development
 - 2) analysis of market competition
 - 3) analysis of market prospects
- 3.3.4 analysis of competition strategies of domestic cosmeceutical brands
 - (1) Cortry
 - (2) DDou
 - (3) TongRerTong
 - (4) Pien Tze Huang
- 3.3.5 competition advantages and disadvantages of domestic cosmeceutical brands

3.4 analysis of five-force competition model of China cosmeceutical industry

- 3.4.1 analysis of the bargaining power of the upstream industry
- 3.4.2 analysis of the bargaining power of the downstream industry
- 3.4.3 analysis of alternatives' threat of the industry
- 3.4.4 analysis of new entrants' threat of the industry
- 3.4.5 analysis of competition pattern of the industry

3.5 issues needed to be addressed of China cosmeceutical industry development

- 3.5.1 non-standard regulatory definition
- 3.5.2 imperfect certification organization
- 3.5.3 differences of cosmeceutical types
- 3.5.4 reports and coverage without verification
- 3.5.5 confusion of sales channels

Chapter 4: Comparative analysis of business models of Chinese cosmeceutical industry

4.1 cosmeceutical business model of daily chemical enterprises

- 4.1.1 operation situation of Chinese daily chemical industry
- 4.1.2 market situation of daily chemical enterprises' cosmeceutical brands
 - (1) composition of foreign and domestic brands
 - (2) status quo of market penetration
- 4.1.3 operation mode of cosmeceutical brands of daily chemical enterprises
 - (1) operation of single brand
 - (2) operation of multi brands
- 4.1.4 profit model of cosmeceutical brands of daily chemical enterprises
- 4.1.5 marketing model of cosmeceutical brands of daily chemical enterprises

4.2 cosmeceutical business model of pharmaceutical enterprises

- 4.2.1 operation situation of Chinese pharmaceutical industry
- 4.2.2 market situation of pharmaceutical enterprises' cosmeceutical brands
- 4.2.3 operation mode of cosmeceutical brands of pharmaceutical enterprises
 - (1) operation of single brand
 - (2) product functional demands
- 4.2.4 marketing model of cosmeceutical brands of pharmaceutical enterprises
- 4.2.5 problems of cosmeceutical business of pharmaceutical enterprises
 - (1) lack of standards
 - (2) single one product line

Chapter 5: Marketing and case studies of China cosmeceutical industry

5.1 reference of international cosmeceutical sales channels

- 5.1.1 analysis of cosmeceutical sales channels in America
- 5.1.2 analysis of cosmeceutical sales channels in Japan

5.2 analysis of domestic cosmeceutical sales channels

- $5.\,2.\,1$ analysis of characteristics of cosmeceutical sales
- 5.2.2 analysis of cosmeceutical sales channels
 - (1) channels of pharmacy
 - 1) channel overview
 - 2) barriers for entry
 - 3) analysis of cost / profit
 - (2) channels of franchised store
 - 1) channel overview
 - 2) barriers for entry
 - 3) analysis of cost / profit
 - (3) channels of supermarket
 - 1) channel overview
 - 2) barriers for entry
 - 3) analysis of cost / profit
 - (4) channels of e-commerce
 - 1) channel overview
 - 2) barriers for entry
 - 3) analysis of cost / profit
 - (5) channels of direct sales
 - (6) channels of exhibition
- 5.2.3 development trends of cosmeceutical sales channels
 - (1) extending from the pharmacy channels to the supermarket channels
 - (2) mixed sales channels become a new trend

5.3 issues facing cosmeceutical sales channels and solutions

- 5.3.1 problems of cosmeceutical sales channels and solutions
 - (1) supplier integration
 - (2) terminal positioning

- (3) solutions for cosmeceutical channel problems
- 5.3.2 problems of main cosmeceutical sales channels and solutions
 - (1) analysis of issues needed to be addressed of pharmacy's operation of cosmeceutical
 - 1) product category
 - 2) employees
 - 3) promotion and marketing
 - (2) analysis of solutions for pharmacy's operation of cosmeceutical
 - (3) issues facing cosmeceutical stores
 - 1) two policy dilemmas
 - 2) human resource
 - 3) consumer acceptance
 - (4) analysis of solutions for cosmeceutical stores

5.4 analysis of cosmeceutical companies' marketing strategy

- 5.4.1 differentiated marketing strategy
- 5.4.2 vivid marketing strategy
- 5.4.3 personalized marketing strategy
- 5.4.4 reputation marketing strategy

5.5 case studies of cosmeceutical brands' marketing strategy

- 5.5.1 analysis of Vichy's marketing
- 5.5.2 analysis of Posay's marketing
- 5.5.3 analysis of Freeplus's marketing
- 5.5.4 analysis of Doctor Bai's marketing

Chapter 6: Forecast of market segments of China cosmeceutical industry

6.1 forecast of moisturizing cosmeceutical market

- 6.1.1 characteristics of ingredients
- 6.1.2 brand competition
- 6.1.3 demand forecast
- 6.1.4 new product developments

6.2 forecast of freckle-removal cosmeceutical market

- 6.2.1 characteristics of ingredients
- 6.2.2 demand forecast

6.3 forecast of whitening cosmeceutical market

- 6.3.1 characteristics of ingredients
- 6.3.2 brand competition
- 6.3.3 demand forecast

6.4 forecast of anti-aging cosmeceutical market

- 6.4.1 characteristics of ingredients
- 6.4.2 brand competition
- 6.4.3 demand forecast

6.5 forecast of acne-removal cosmeceutical market

- 6.5.1 characteristics of ingredients
- 6.5.2 brand competition
- 6.5.3 demand forecast

6.6 forecast of exfoliating-removal cosmeceutical market

- 6.6.1 characteristics of ingredients
- 6.6.2 brand competition
- 6.6.3 demand forecast
- 6.6.4 new product developments

6.7 forecast of other cosmeceutical product markets

Chapter 7: Analysis of operation of main enterprises of China's cosmeceutical industry

- 7.1 analysis of the overall situation of development of China's cosmeceutical enterprises
- 7.2 case study of China's leading enterprises of cosmeceutical industry
 - 7.2.1 Beijing TongRenTang Technologies Co. Ltd.

如需了解报告详细内容,请直接致电前瞻客服中心。

全国免费服务热线: 400-068-7188 0755-82925195 82925295 83586158

或发电子邮件: service@qianzhan.com

或登录网站: https://bg.qianzhan.com/

我们会竭诚为您服务!